

Forecasting Demand to Reduce Food Loss Based on Camera Images

Seibu Holdings Inc.

Seibu Holdings Inc. (hereinafter “the Company”) photographs customers using an AI camera installed at the entrance of BAR Primrose at Karuizawa Prince Hotel West in order to reduce food loss.

Food loss is a global problem, which causes environmental impacts, worsening food shortages, and economic losses. The entire Seibu Group will work together with the hope of solving social issues related to food loss. This cannot be achieved through the efforts of the Seibu Group alone. The understanding and cooperation of the customers who use our facilities is also essential. We hope you will understand the purpose of this initiative and work in cooperation with us.

Through this initiative, we will construct a demand forecasting model to reduce food loss by understanding the number and attributes of the customers who visit BAR Primrose.

1. Purpose of Use of Image Data

The Company will use image data for the purpose of reducing food loss by improving the accuracy of models used for forecasting demand for a variety of menu items according to customer trends. This will be achieved by analyzing image data to estimate the number, gender, and age of customers who visit BAR Primrose and converting this information into data.

The image data will also be used for the purpose of advertising, promotion, and marketing, including product development, analysis of customer trends, and market research, for the services and products provided by SEIBU PRINCE HOTELS WORLDWIDE INC.

2. Processing of Image Data

The Company will analyze the image data captured by the camera installed at the entrance of BAR Primrose and use it to generate statistical data after converting it into the analysis data described below. No information that identifies individuals will be included in statistical data. Image data will be deleted after conversion into analysis data, and analysis data will be deleted after conversion into statistical data.

- Image data: Full body image including a customer's face
- Analysis data: Data on the date and time customers who visit BAR Primrose passed in front of the camera
Data that estimates the attributes of customers (age and gender)
- Statistical data: Data aggregated by time/attribute obtained through statistical processing of analysis data

3. Provision and Joint Use of Data

The Company will provide the processed statistical data generated to NTT Business Solutions Corporation.

Statistical data will also be shared with SEIBU PRINCE HOTELS WORLDWIDE INC.

4. Camera location

Entrance of BAR Primrose at Karuizawa Prince Hotel West

(Please refer to the map below to see where the camera is installed.)

5. Period

From Friday, March 1, 2024 to Friday, February 28, 2025

*In the event of that the above period is extended, we will notify you on the Company's website.

6. Number of cameras:

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The Company has established a basic policy in order to comply with the Act on the Protection of Personal Information, its cabinet orders, regulations, and guidelines (<https://www.seibuholdings.co.jp/en/privacy/>), and basic methods for handling data, including its acquisition, use, and storage. The responsible person verifies that data is handled in accordance with the established method of handling. The Company has taken measures to prevent the theft of cameras and other equipment and electronic media that handle data, and has introduced mechanisms to protect against unauthorized access and unauthorized software. In addition, the use of image data complies with the Guidebook for Utilization of Camera Images Ver. 3.0 formulated by the IoT Acceleration Consortium, the Ministry of Economy, Trade and Industry, and the Ministry of Internal Affairs and Communications.

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BAR Primrose interior images ○ _camera location

